

If a nation wide no call list was implemented in the United States many businesses and organizations would take a drop in sales and funding. Every year businesses and organizations set aside thousands of dollars in expected profit through telemarketing. These businesses and organizations rely heavily on calling people in the comfort of their own home to inform or persuade them about why their product is better than the competitors or why donating money to their organization will benefit others. I disagree with the no call list because businesses suffer, organizations suffer, and because many people may not realize what kind of money they could be saving with a new product or deal.

One way that telemarketing can benefit the consumer is by introducing the consumer at home to a money saving offer. Say for example that the consumer is currently using AT&T as a phone company to make long distance calls to their mother in Florida and is paying \$.10 a minute. Now let's say that MCI has a much better plan and is only charging people \$.07 a minute for long distance calls. If there was a no call list this person would never know about this deal and they would not be able to save the \$.03 a minute on long distance calls. This holds true for many other Americans as well. Telemarketing is an effective way to inform the consumer about new deals that could potentially save them money.

Non profit organizations also use telemarketing to help with fundraising. Many people are unaware that some of these organizations even exist until they get called about it from a telemarketer. What are the chances that a regular person will take time out of their busy lives to find out what charity or organization to donate their money too? The chances are pretty slim. Telemarketing is an easy way for these non-profit organizations to inform people about what they are for and why it is a good idea to donate money to help a good cause. Many people will be more than happy to donate money to these kind of organizations once they realize what it is for and that it all goes to a good cause.

Telemarketing is also a good way to improve business profit. Many businesses will use telemarketing to convince consumers that their product is better or is used as just another way of advertising it. Businesses could lose a lot of money if there was a no call list in place. Many businesses rely on the expected profit from consumers through telemarketing. By initializing a no call list the economy could potentially be hurt and that is the last thing this country needs at this point in time.

Now I realize many Americans don't like to be bothered by unwanted phone calls in the evening because it is a time for relaxing and being able to spend time with your family. However, if I missed out on a chance to save some money by having my name removed from a company calling list or not being able to donate money to a good cause, I'd be unhappy. I understand these telemarketers are annoying but just think if it was your business that needed the money or if it were an organization that was trying to find a cure for a disease that killed one of your family members. I have a feeling that most people would think differently about

telemarketing and that is why I disagree with initializing a no call list.